

**ATTORNEY DOCKET NO.: KCX-731 (19567)**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application	)	Examiner: J. MYHRE
MICHAEL D. O'SHEA	)	
	)	Art Unit: 3622
Serial No.: 10/748,763	)	
	)	Deposit Account: 04-1403
Confirmation No.: 2711	)	
	)	Customer No.: 22827
Filed: DECEMBER 30, 2003	)	

Title: RF-Based Electronic System and Method  
For Automatic Cross-Marketing Promotions  
Offers and Check-Outs

**PROPOSED AMENDMENT AFTER FINAL REJECTION**

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In view of the Examiner's Final Action of May 16, 2008, applicant hereby  
responds as follows: